

THE HERD

VOL.

NO. 2



A
Little
Magazine
Published

BY

THE

BUFFALO GASOLINE MOTOR CO.
BUFFALO, N.Y.

FEBRUARY

HERE ARE TWO SPLENDID ENGINE BARGAINS.

—o—

These Buffalo Engines have been taken in trade for new Buffalos. They have all been thoroughly rebuilt, old parts replaced with new parts, and finished up even to a coat of new paint. They are offered at the following prices:

No. 501—5-6 h.p., 2 cylinder, weight 400 lbs., 600 r.p.m., jump spark ignition (battery and magneto), gravity oiler, reverse gear, \$270.00.

No. 506—90-100 h.p. Bore $6\frac{1}{4}$ ", stroke $6\frac{3}{4}$ ", weight 1750 lbs., 900 r.p.m., Jump spark battery and magneto, mechanical oiler, reverse gear, \$1200.00.

THE BUFFALO GASOLENE MOTOR CO.
1280-1290 Niagara Street :: Buffalo, N. Y.

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A Little Magazine Published by
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VOL 4.

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No. 19

Buffalo Line For 1920 Includes Power Plants For Boats Of All Kinds

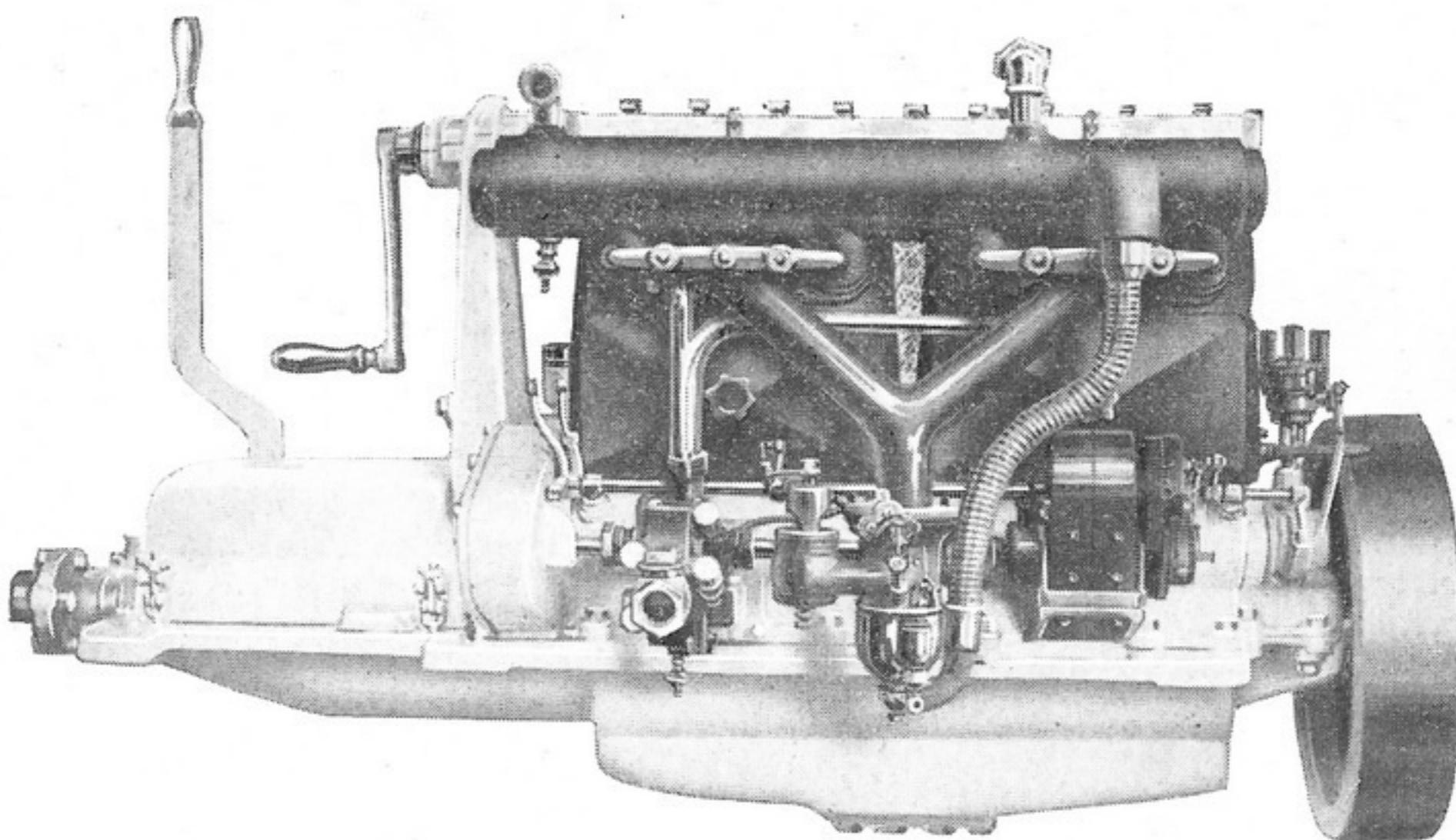
Two New Sizes Have Been Added To the Heavy Duty Models, But In Design Buffalos Will Be Much the Same As Last Year

THE Buffalo Gasolene Motor Company goes into the season of 1920 with a full line of marine engines, for practically all kinds of service—Cruiser and Runabout engines of medium weight and medium speed for powering the yacht and fast runabout, heavy duty engines for powering work boats and the larger types of pleasure craft.

The Buffalo Cruiser and Runabout engines are built in two designs which differ in some particulars. The 16-20 H.P. and the 25-30 H.P. are exactly similar, while the 40-60 H.P. and the 50-80 H.P. of the same type are somewhat different from the smaller sizes in the

matter of design, but they are built to suit the same general requirements. These Buffalo Cruiser and Runabout engines have been built for several years. They are now powering thousands of cruisers and fast runabouts, whose owners are constantly referring to the satisfactory service they have rendered. One reason these engines are so satisfactory, is because they combine the well known Buffalo durability with medium weight and medium speed. They are in every sense "The Engine of Constant Service."

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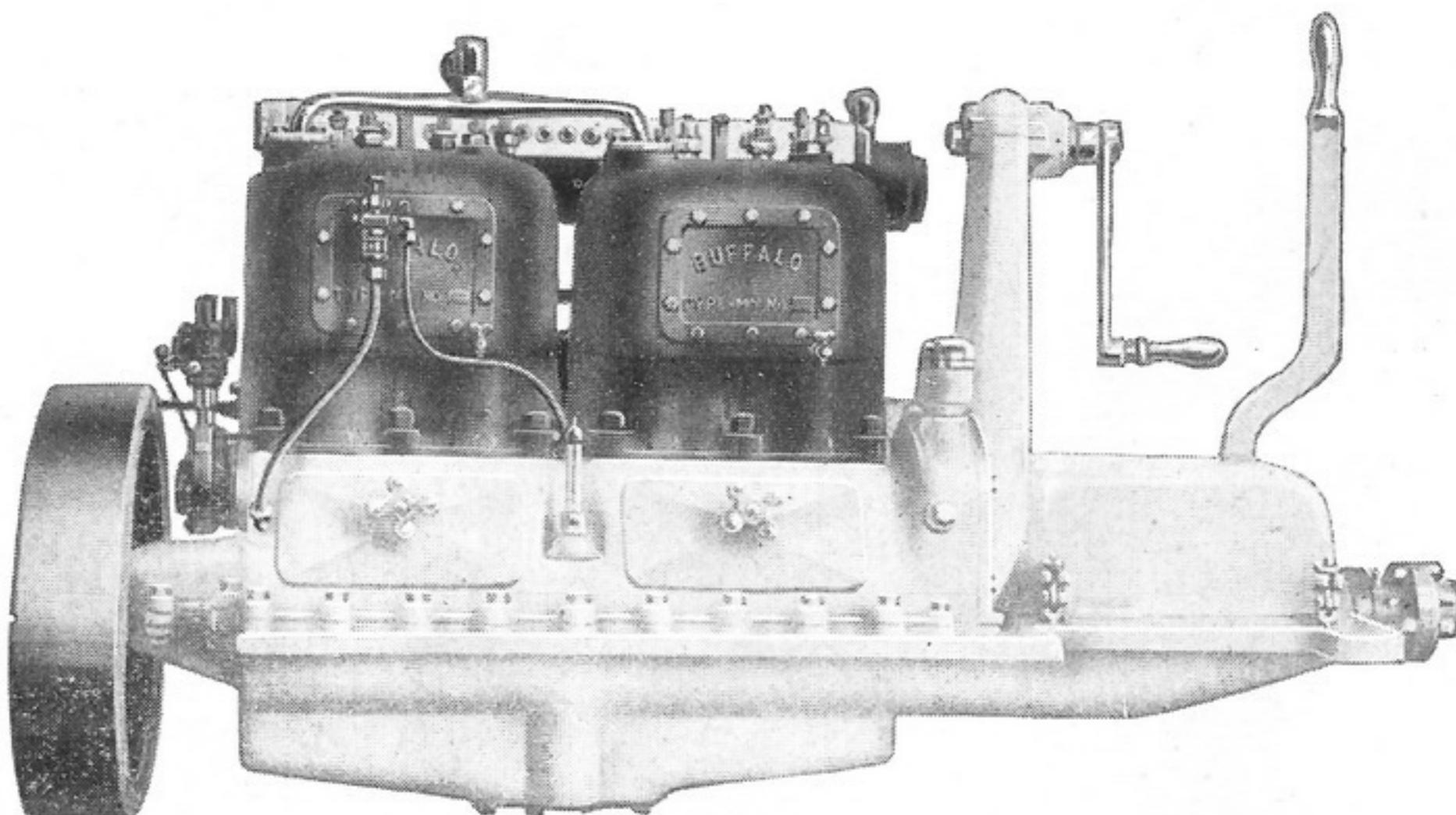
Showing intake side of 16-20 h. p. and 25-30 h. p. Model

Two New Sizes Added

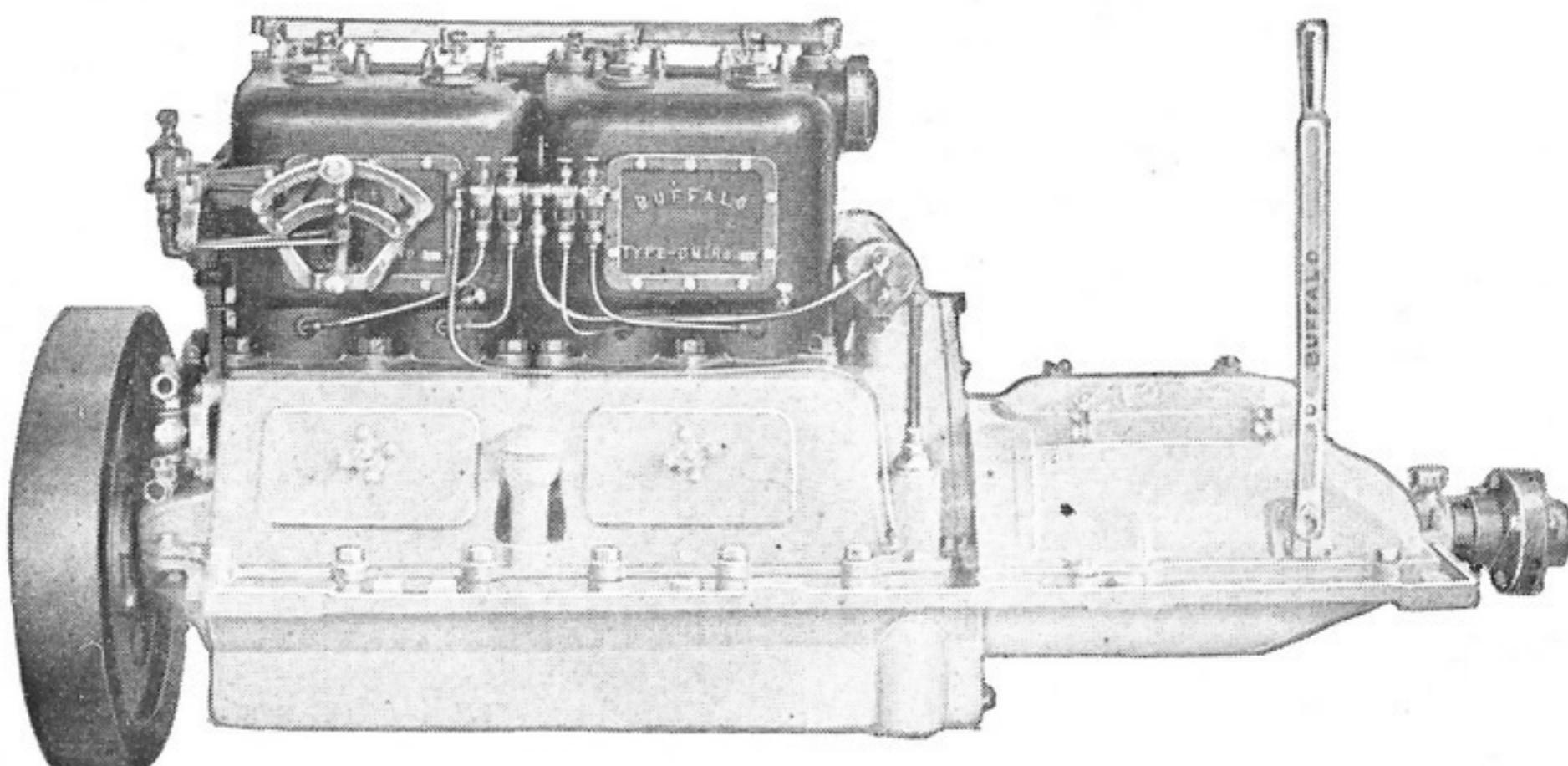
All of the sizes of Buffalo heavy duty engines will be continued in 1920, and two new sizes have been added to the line. These two sizes are really a modification of the four cylinder 7-in. x 9-in. and the six cylinder 7-in. x 9-in. Buffalo heavy duty designs, both sizes having been increased by adding $\frac{1}{2}$ inch to the bore, which makes the new sizes 7 $\frac{1}{2}$ -in. x 9-in. in both the four and six cylinder sizes. This additional bore will, of course, result in the engine having consider-

ably more power. The four cylinder model will have the rating of 45-50 H.P. and the six cylinder model will have the rating of 70-80 H.P. The exterior dimensions will be the same as the 7-in. x 9-in. Buffalo Heavy Duty models.

The Buffalo Heavy Duty models are designed for hard work and lots of it, work such as engines get in work boat or yacht. They are built in two cylinder, four cylinder and six cylinder sizes. The two cylinder models are the 10-12 H.P., having 5-in. bore, and 6 $\frac{1}{2}$ -in. stroke,



Another view of the 16-20 h. p. and the 25-30 h. p. Model



40-60 h. p. and 50-80 h. p. Buffalo Cruiser and Runabout Model

weighing 1170 lbs., with a piston displacement of 255.26 cubic inches; the 13-15 H.P. with a 6-in. bore, and a 7½-in. stroke, weighing 1400 lbs. and has 424.12 cubic inches of piston displacement; the 20-22 H.P. with 7-in. bore and 9-in. stroke, weighs 2100 lbs., and has a piston displacement of 692.72 cubic inches.

All three of these sizes are also built in four cylinders, with some changes in design, made necessary to meet the requirements of engines of larger size. The rating of these engines in the four cylinder design are 20-24 H.P., 26-30 H.P. and 40-45 H.P.

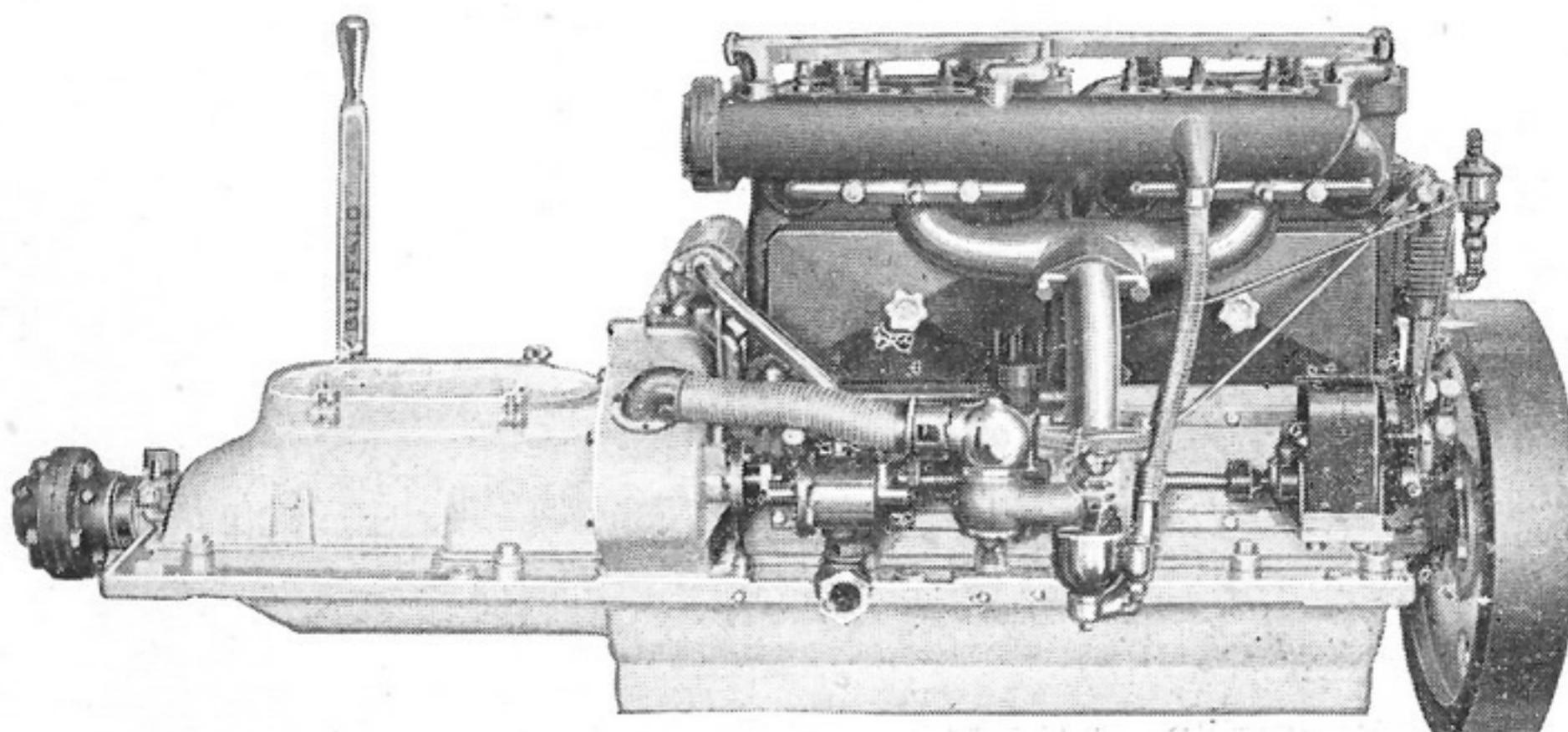
The 7-in. x 9-in. Buffalo Heavy Duty model is also built in six cylinders. This model weighs 4850 lbs., complete with reverse gear, and has a piston displacement of

2078.16 cubic inches.

Power For Large Boats

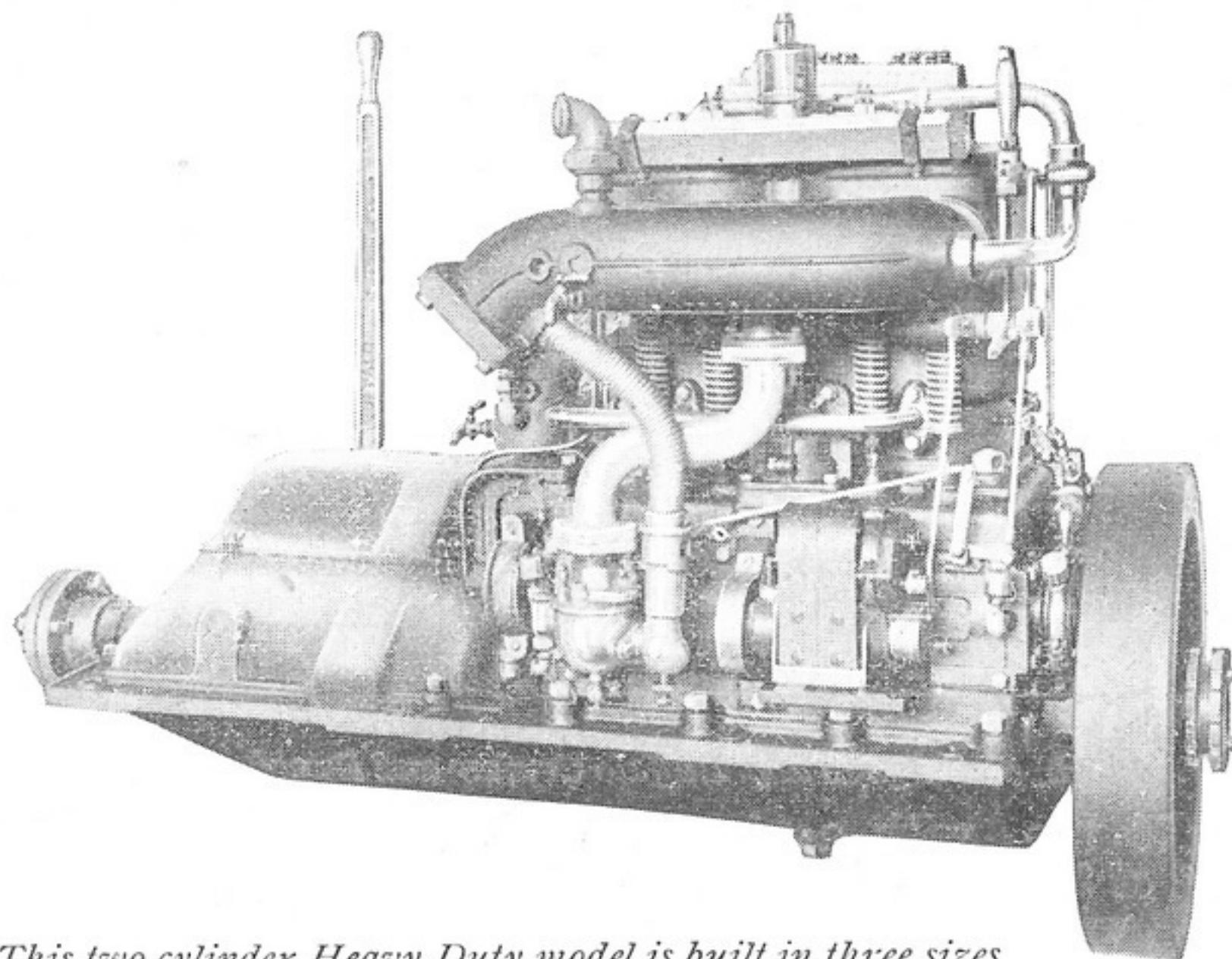
Another design of Buffalo Heavy Duty engine is built with the idea of supplying power for the larger type of work boat. It is the 10-in. x 12-in. Heavy Duty model, and is built in both four and six cylinders. The four cylinder size is rated at 85-100 H.P., and the six cylinder at 125-150 H.P. These two engines are big powerful machines. Some idea of the size may be gained from the fact that the four cylinder model weighs 8200 lbs. complete with reverse gear, and the six cylinder model 12,800 lbs.

Contrasting with these powerful machines are the two baby Buffalo's, 3-4 H.P. and 5-6 H.P. The



Showing intake side of 40-60 h. p. and 50-80 h. p. Buffalo Cruiser and runabout Model.

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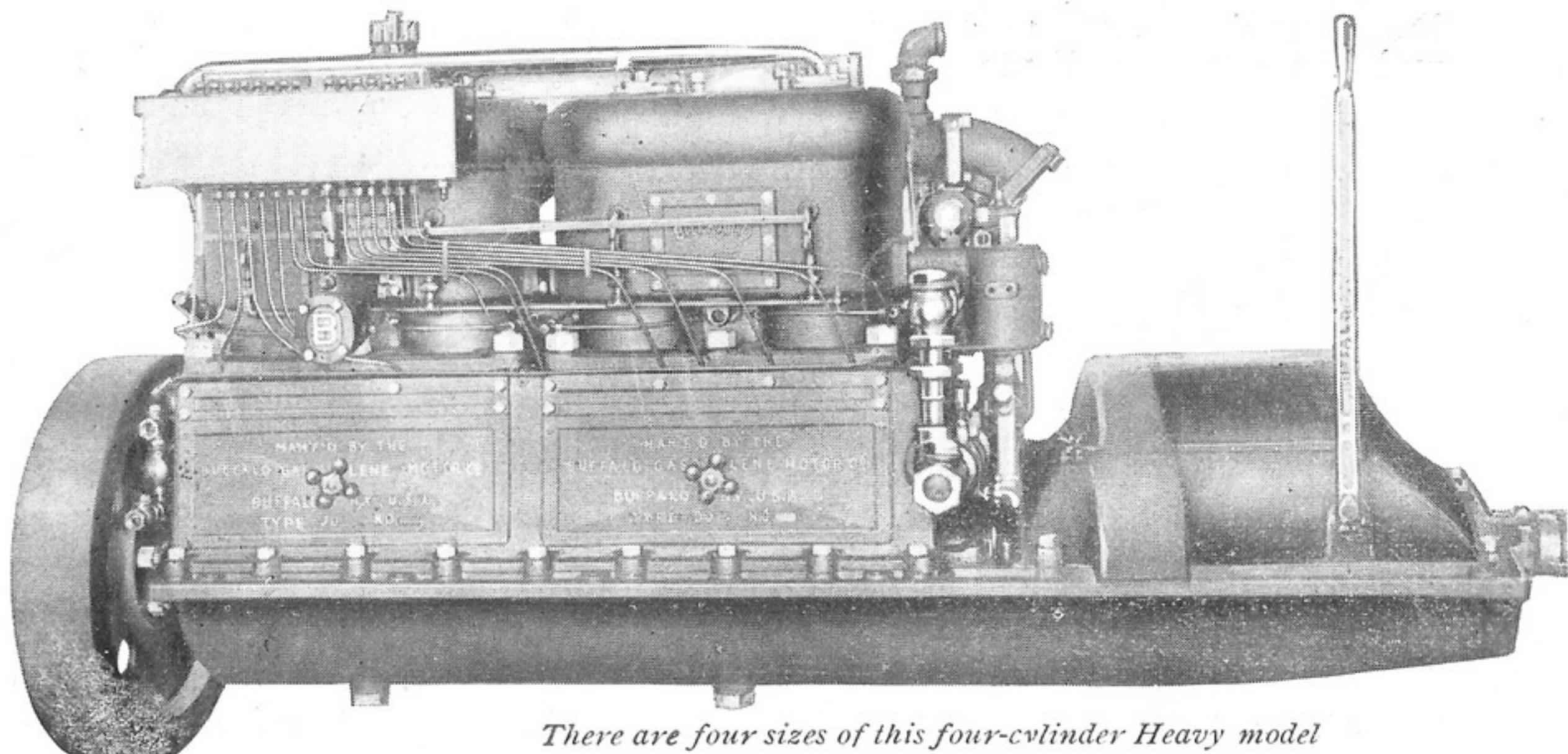


This two cylinder Heavy Duty model is built in three sizes

smaller of these weighs only 240 lbs., and the larger 400 lbs. These are carried in the Buffalo line, principally as an accommodation to the man who wants his boats Buffalo powered all the way through, and insists on having a small engine to power the tender. Although these little engines are much smaller than other members of the Buffalo family, just exactly the same care is taken in their construction and they are Buffaloes in every sense of the word.

As usual, the builders of Buffalo

engines will be in a position to supply all of the special devices and equipment that owners need, such as the Buffalo kerosene device, with which all engines above 10 H.P. can be equipped, and the electric starters, which can be put on all engines, with the exception of the 3-4 H.P. and 5-6 H.P. Full information in regard to this equipment, and also other data concerning various Buffalo models will be found in *The Buffalo Book*, which will be sent upon request to anyone who is interested.

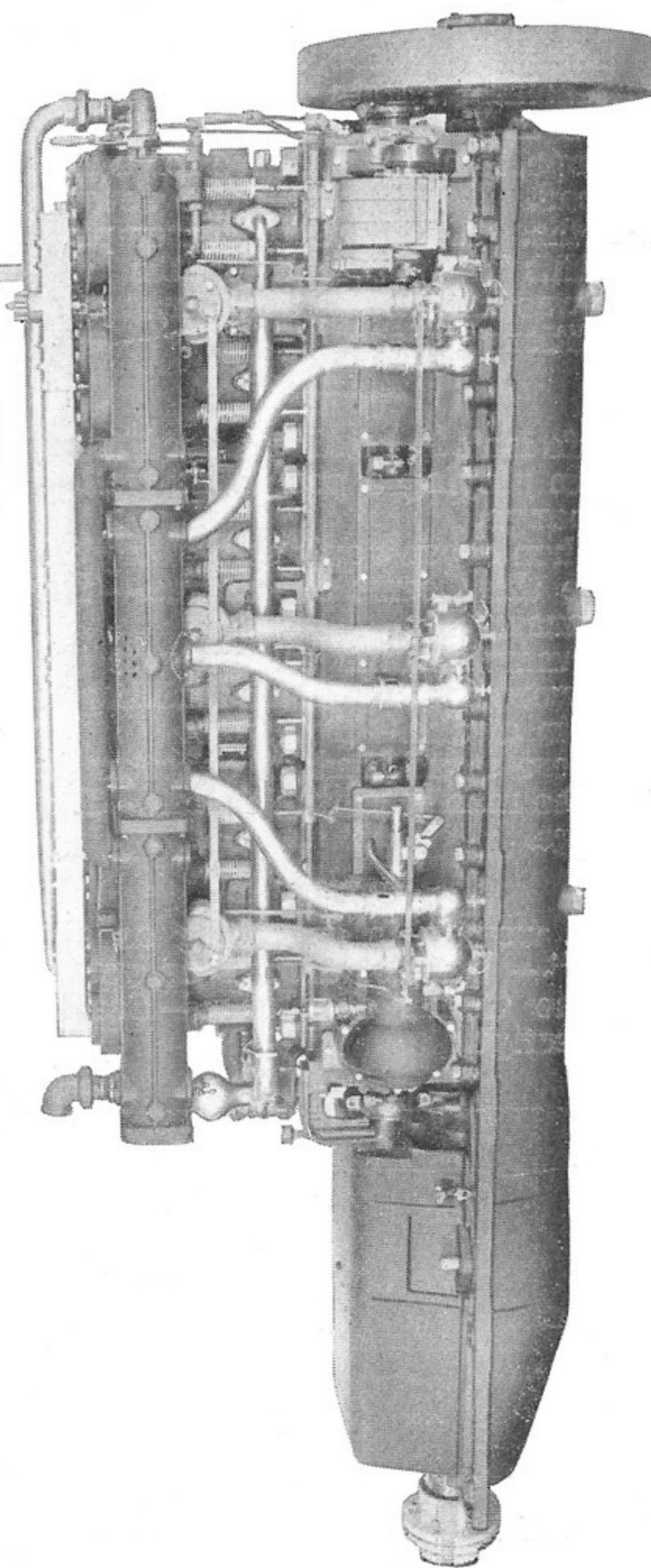
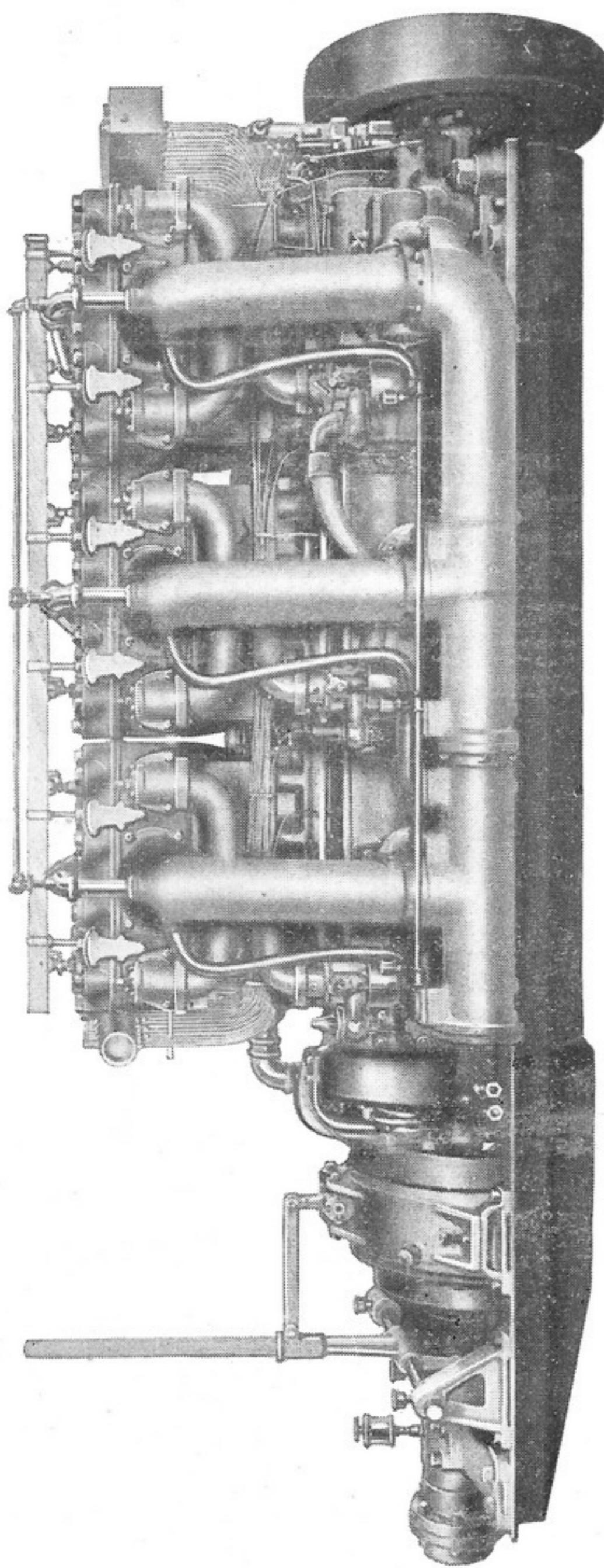


There are four sizes of this four-cylinder Heavy model

THE HERD

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*The upper picture
shows the 125-150 h. p.
Buffalo Heavy Duty
model.*



*Below is the six cylinder
60-70 h. p. Heavy Duty
Buffalo.*

Kabdebo Goes Abroad

Lorand Kabdebo, New York, who has selling rights for Buffalo engines in certain parts of Central Europe, is about to leave for a trip abroad. He will be gone several months. Mr. Kabdebo contemplated this trip several months ago, but was unable to start because of conditions abroad.

Life isn't in holding a good hand, but in playing a poor hand well.—*Exchange*.

A hen doesn't quit scratching because the worms are scarce.—*The Advance*.

A married man seldom gets the last word because of his inability to remain awake.—*Exchange*.

There is no land of opportunity for the man who won't work.—*Exchange*.

"A woman is as young as she looks"—but not always as young as she thinks she looks.—*Boston Transcript*.

Hokus: "Doolittle seems to have ambitions, but is too indolent to carry them out."

Pokus: "Yes, if he ever should begin anything, he'd be too lazy to stop."—*St. Louis Star*.

The most striking reminder of the end of the war is the new issue of *Sloppy Stories* magazine, with the girl on the cover being kissed by a civilian.—*London Opinion*.

"Doc" Made Good.

Redd: "The doctor said he'd have me on my feet in a fortnight."

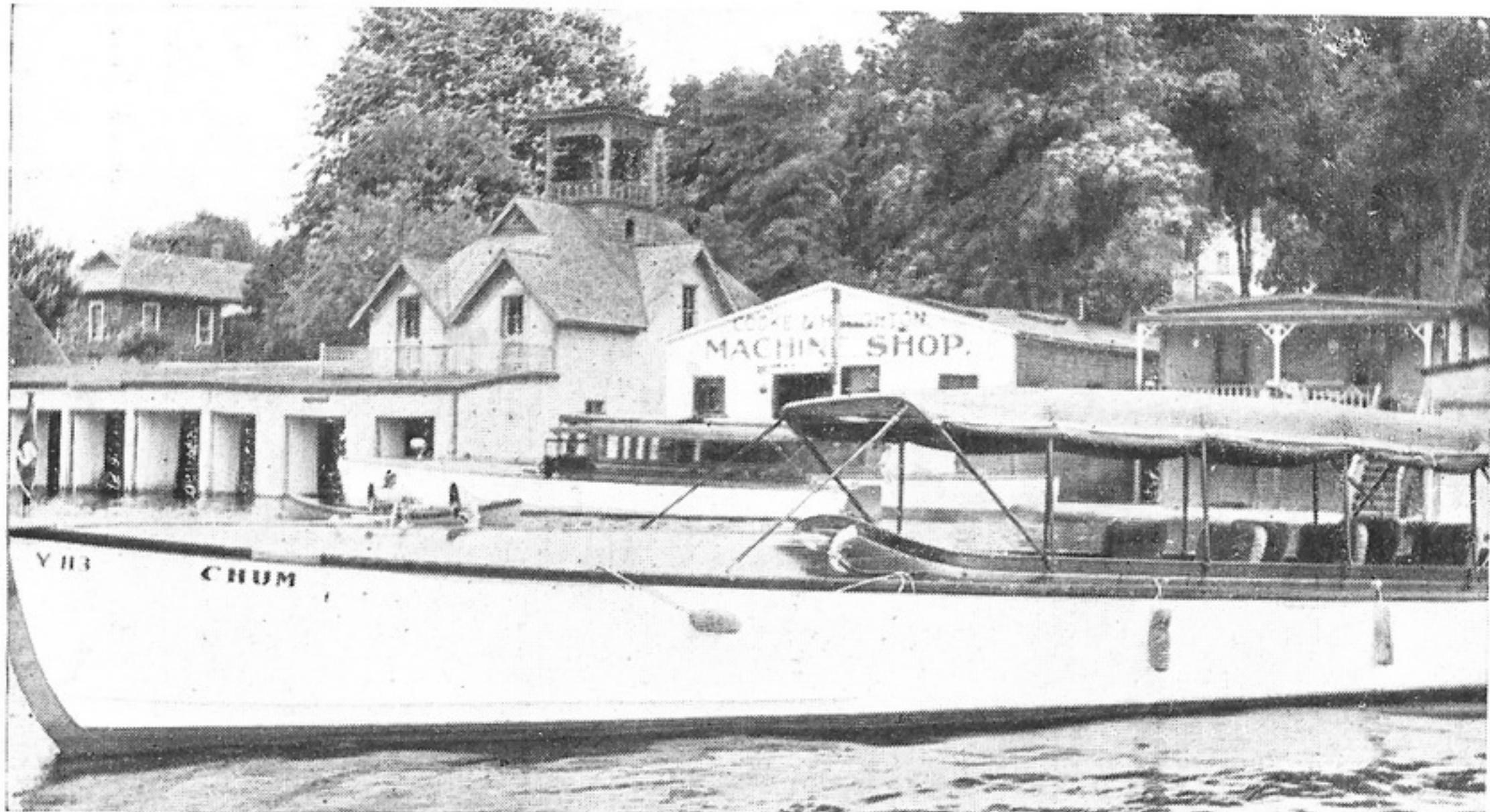
Greene: "And did he?"

"Sure. I've had to sell my automobile."—*Yonkers Statesman*.

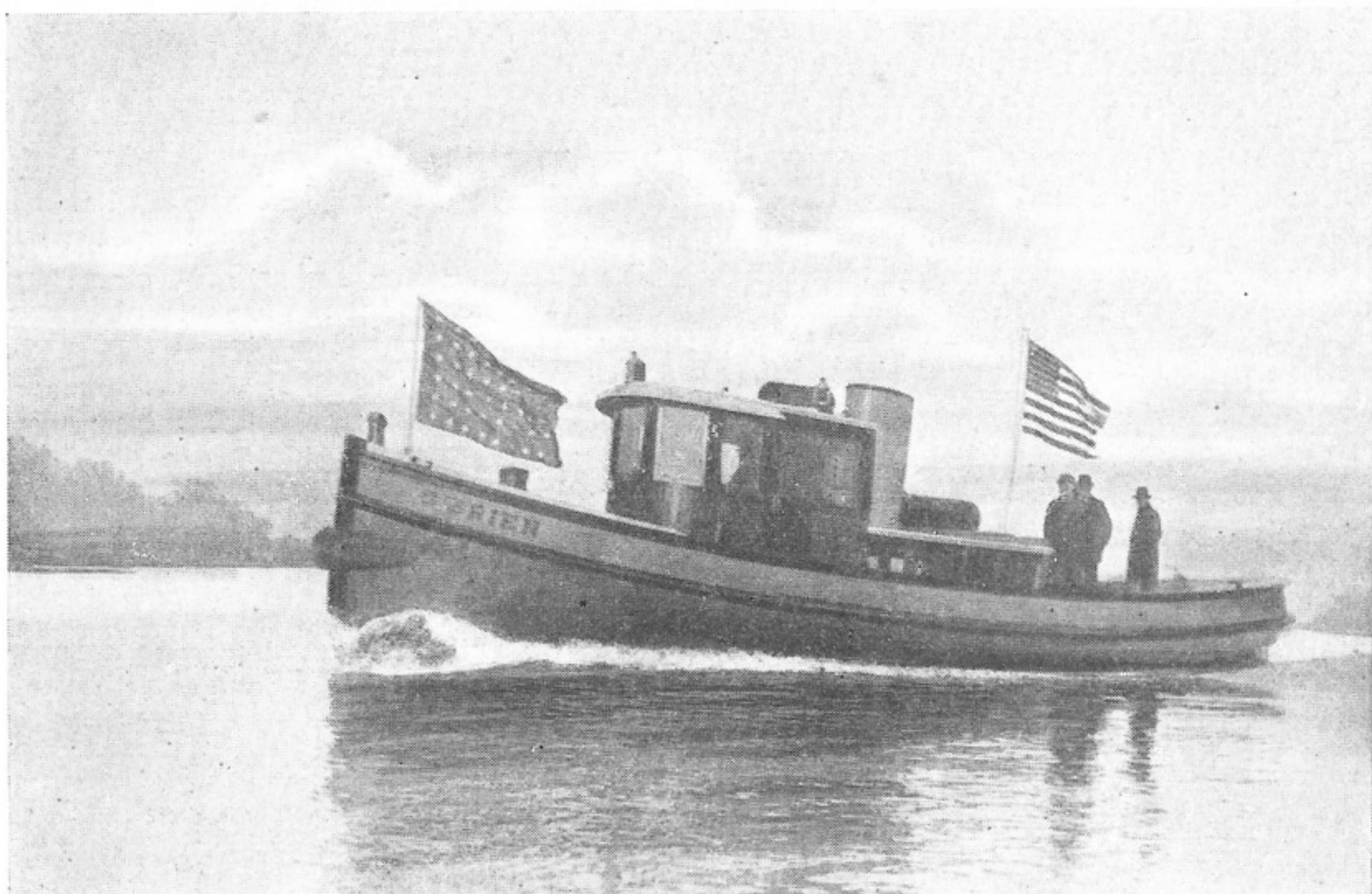
That Furtive Look

"That young fellow looks furtive. Isn't he apt to try to pinch something?"

"Naw," said the experienced jeweler. "He wants to buy an engagement-ring." — *Kansas City Journal*.



Chum, owned by W. J. Shephard, designer and builder of motor boats, Alexandria Bay is powered with a 25-30 h. p. Buffalo. She makes 17 miles per hour, and her owner says the engine is always on the job when he wants it.



The O'Brien is powered with a 60-70 h. p. Buffalo Heavy Duty Engine

Buffalo Powered, O'Brien Shows Her Heels To Deep Sea Tug Boat

On Almost Her First Trip Boat Built For British Government Engages in 11 Mile Race And Wins Out

THE tug O'Brien is typical of a class of sturdy work boat for which Buffalo Heavy Duty engines are being chosen for power because of their unfailing reliability and economy of operation.

This boat was designed by J. Murray Watt, naval architect, Philadelphia, and built by the Delanco Ship Building Co., Inc., Delanco, N. J. The order for the engine was placed through Eades Johnson, New York, with the New York office.

The O'Brien's power plant is a six cylinder Buffalo Heavy Duty,

with 7-in. bore and 9-in. stroke, rated at 60-70 H.P. The boat will be used by the British Government for work in the Barbados.

The O'Brien began to show her worth almost as soon as she was launched, as is shown by the following extract from a letter written by Walter D. Prouse, general superintendent of the Delanco Ship Building Co., to J. E. Baldwin, manager of the Buffalo New York office:

"Our boys who took the O'Brien over to New York, give a very in-
(Continued on page 15)

Junk or Ser

MOST people think of \$6.00 as \$6.00—just so. Talk to the big business man and you will find he thinks of it as \$6.00 for one year at 6 per cent.

In other words he thinks of the service \$6.00 for 12 months.

This is just one of the little mental processes.

Another, is the way they go about buying engines.

Some men simply set their minds on buying a certain engine and all the rest of it. They try to get what they can.

On the other hand, watch the way the really good men consider the service. The first consideration is never the price, but the service.

The thing he wants to know first of all, is not "How much do I have to pay?"

He wants to know will it really give him the service he wants. This is the vital question to his mind—it is a question of value.

After he has satisfied himself on this point he wants to know how much less than should be charged.

We have often heard people remark on the fact that men who are not interested in their personal thought to engine buying and selling.

In the words of the breakfast food ad. "The

THE

1280 Ni

ice

six one-dollar bills.

l find he thinks of \$6.00 as the interest on \$100.00

00 represents—it gives him the use of \$100.00 for

es which mark the difference between men.
ngines.

g a certain number of pistons, cylinders, connect-
as much as they can, and spend as little as they

“big” man goes about buying. You will find his
rvice the article will render.

not what does it cost, but “what’ll the durn thing

service he requires, or will it fall short? That
n of service.

he looks into the price, to make sure it is no more

the number of “big” men of business who have giv-
ad selected Buffalos.

here’s a reason.”

HE BUFFALO GASOLENE MOTOR COMPANY

niagara St., :: :: Buffalo, N. Y.



This boat powered with a 25-30 h. p. Buffalo engine is owned in Stockholm, Sweden, where she has a fine reputation for speed and reliability.

R. B. ROOSEVELT,
"The Lilacs"
Sayville, N. Y.,

Buffalo Gasolene Motor Co.,
347 Madison Ave.,
New York City.

Dear Sir:

It is with pleasure I enclose you a check for bill.

Never in my experience with gas engines have I had such comfort, as I have had this summer with a 25-30 H. P. Buffalo motor.

Although second hand, it has never given me a moments trouble.

Yours very truly,
R. B. ROOSEVELT.

The Top Knot

"Why do you call yourself a member of the Topknot Brigade?" the S. O. S. private was asked.

"That's an easy one," was the answer, "because we went over the top—not."—Yank Talk.

Taking No Chances

"Jack, dear, before our wedding I wish you would see a doctor!"

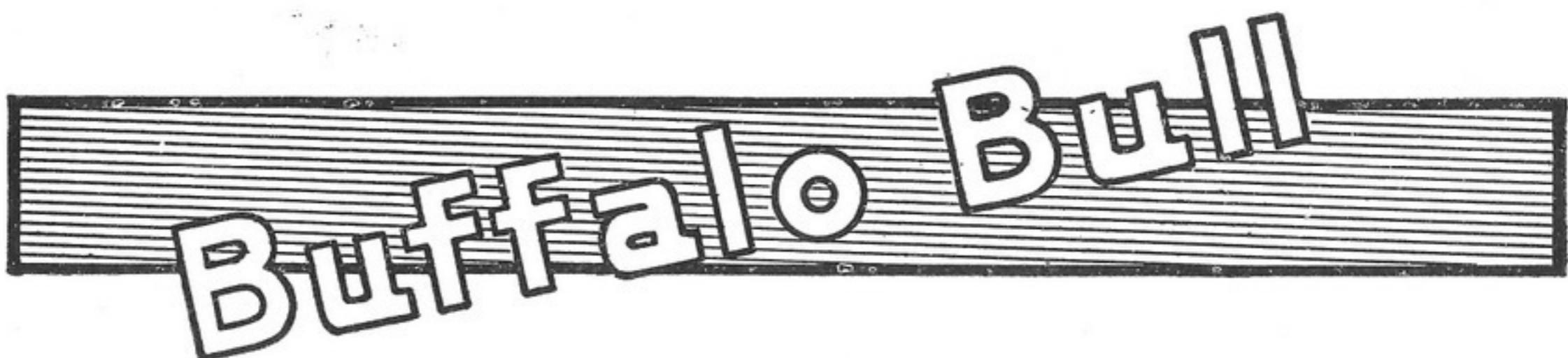
"Why should I? I am well except for a touch of dyspepsia."

"That's just it. I'd like you to get a certificate from him which would show that your dyspepsia antedated our marriage."—Boston Transcript.

Nobody Home

The humorist, who had gone to war, stuck his head up over the edge of the trench and took a look at No Man's Land.

"Nobody home," said he, and that was how the expression originated. --Life.



REMEMBER the woodpecker. He succeeds through using his head.

* * * *

IF you want knowledge, you must toil for it; if food, you must toil for it; and if pleasure, you must toil for it; toil is the law.—Ruskin.

* * * *

THREE is always room for a man of force, and he makes room for many. Society is a troop of thinkers, and the best heads among them take the best place. A feeble man can see the farms that are fenced and tilled, the houses that are built. The strong man sees the possible houses and farms. His eyes make estates as fast as the sun breeds clouds.—Emerson.

* * * *

THREE was an old woman who lived in a shoe,
In the days when a shoe cost a dollar or two;
But shoes took a jump, and now—man alive,
The old woman lives cheaper on Riverside Drive.

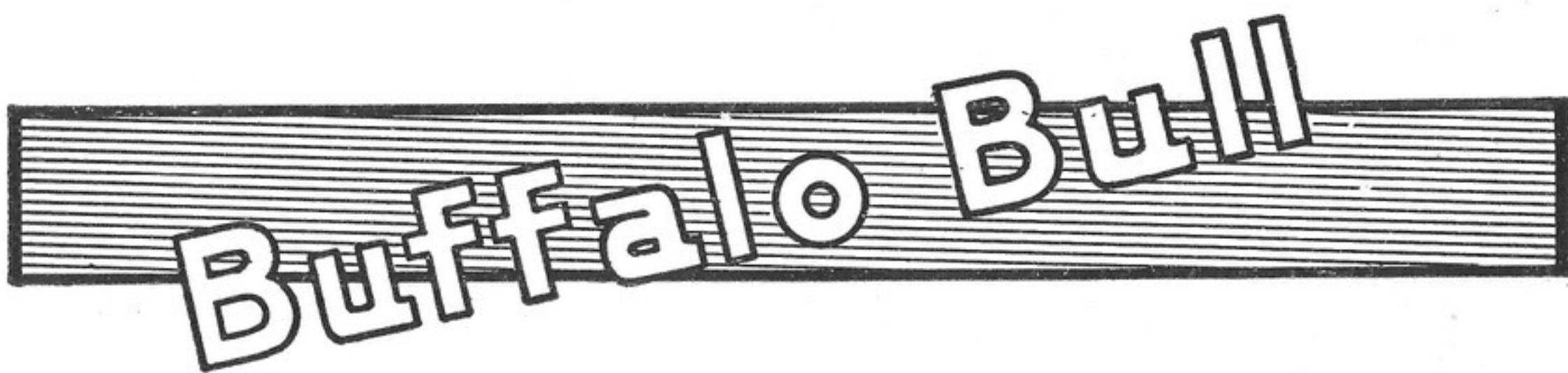
—New York World.

* * * *

DO you know the young fellow who works for \$25 a week and who is wearing a new winter suit that cost \$85?

Do you know a wage earner who loafes because he is afraid if he does too much he'll work himself out of a job?

Do you know the housewife who is ashamed to be seen with a market basket on her arm or to carry home a brown paper bundle?



Do you know the manufacturer who, when the price of raw materials and overhead goes up 5 per cent and the cost of labor advances an equal amount, adds twenty-five per cent to the price of his goods?

Do you know the factory girl working for \$18 a week who is buying and wearing a \$350 fur coat?

Do you know the man who lets a fresh clerk sneer him into buying a \$15 hat for fear he'll seem "cheap," when he can buy a satisfactory one for \$7?

Do you know the investor who has traded his Liberty Bonds for a promise of a hundred per cent. profit in a stock company backed by a dishonest promoter?

Do you know the married couple who do not think enough of their children to buy War Savings Stamps for them and to teach them to save?

Do you know the shopper who says "Wrap it up" instead of "How much?"

Do you know the person who lets the desire of the moment destroy the results of days and weeks of thrift and saving?

Do you know the man who says that the government savings securities, Liberty Bonds, War Savings Stamps and Treasury Saving Certificates are too slow or too small or to old fashioned for his investment?

IF YOU DO, YOU KNOW PRETTY WELL WHAT IS THE MATTER WITH THE UNITED STATES.

* * * *

HOUSE organs—little magazines like THE HERD—are doing their bit to develop thought and literary talent: Every once in a while in going over our exchanges, we come across something which was more than mere words to com-



BuFFaLo BuLL

mend it. For instance; here is a helpful thought presented in pleasing form by one Homer McKee, who appears to be an employee of the company publishing the house organ:

A Man's Prayer

Teach me that sixty minutes make one hour, sixteen ounces one pound, and one hundred cents one dollar.

Help me to live so that I can lie down at night with a clear conscience, without a gun under my pillow, and unhaunted by the faces of those to whom I have brought pain.

Grant, I beseech Thee, that I may earn my meal ticket on the square, and in doing thereof, that I may not stick the gaff where it does not belong.

Deafen me to the jingle of tainted money and the rustle of unholy skirts. Blind me to the faults of the other fellow, but reveal to me mine own.

Guide me so that each night when I look across the dinner table at my wife, who has been a blessing to me, I may have nothing to conceal.

Keep me young enough to laugh with my children and to lose myself in their play.

And when comes the smell of flowers and the tread of soft steps, and the crunching of hearse's wheels in the gravel out in front of my place, make the ceremony short and the epitaph simple: "Here Lies a Man."

* * * *

IN the years the Buffalo Gasolene Motor Company has been building marine engines, much water has gone past the mill.

One unending source of interest to us, has been the antics of our competitors.

This is not the prelude to a "knock."

The title "Buffalo Bull" is written in a bold, stylized font. The word "Buffalo" is on the first line, and "Bull" is on the second line, slightly overlapping. The letters are blocky with some internal shading. The background consists of a series of horizontal lines resembling a musical staff, with the title resting on it.

On the whole we have always found our competitors were good fellows, most of them fight fair and take a licking with good grace. They build good engines and their engines are worth all they get for them. No! we have nothing mean to say about our competitors, we wish them all good luck. But, as we said before, the thing which has aroused our amazement, is the way new competitive stars come flaring into the heavens about every so often, glow brightly a few months and then burn out.

They are trying that old game of "get a corner on the marine engine business."

It sounds awfully easy. All you have to do is run a big advertising campaign, make a big "splurge" for a few months, and the public will forget there is anyone else building engines.

Yes! It sounds easy—so easy we might almost have tried it ourselves if we hadn't noticed that each one of those hip-hip-hurray boys has a way of passing quietly out after he has made a lot of noise, and a new star shoots into the sky to take his place.

And all the time the old Buffalo plods on its way.

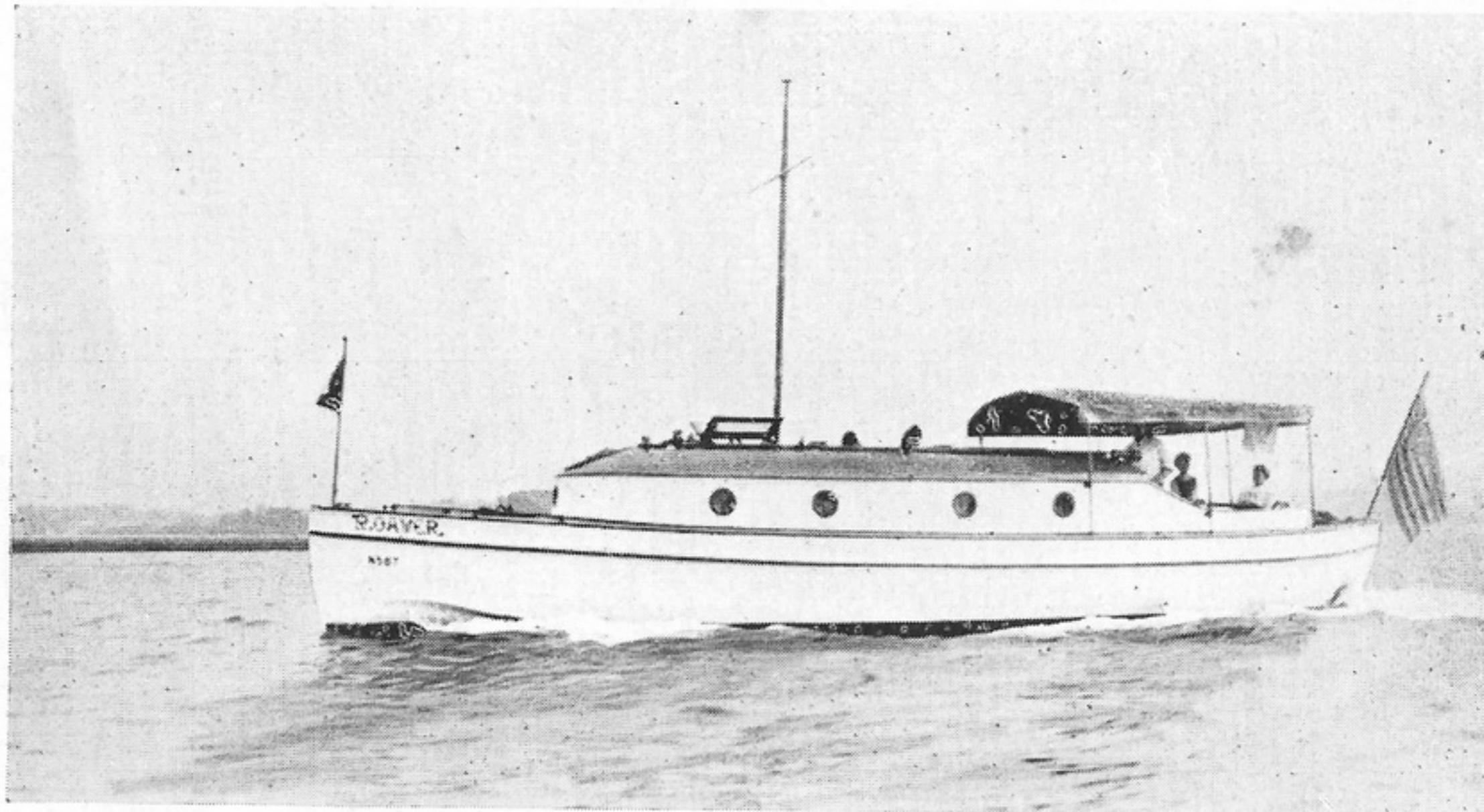
We never go in for "skyrocketing," we never make extravagant claims, we never use big advertising space just for the purpose of impressing the unthinking with the fact that we are a bigger concern than we really are.

We believe in advertising. In the last 15 years we have used more expensive advertising space than any other makers of marine engines, but it has been a steady, unbroken campaign of enlightenment, not a series of spurts.

And the proof of the pudding is that the old Buffalo organization goes plugging along year after year, making a little headway every day, while these other outfits are "skyrocketing."

Sometimes we hear that they call us "slow."

That always gets a laugh, for we think of the competitors who used to talk that way a dozen years ago.—*They're not competitors any more!*



Romer is owned by W. T. Schable, Erie, Pa. She is powered with a 15 h. p. Buffalo which gives her 8½ miles an hour.

Buffalo Powered O'Brien Shows Her Heels To Deep Sea Tug

(Continued from page 7)

teresting report on the working of the engine. They had an eleven mile race with an 85 ft. tug and beat her out at the end. The tug had to use forced draft to even keep up with the O'Brien. After awhile, Armstrong thought that would never do, so he released the governor and just walked away from the tug."

She Gave It Away

Doctor: "This is a very sad case, sir; very sad indeed. I much regret to tell you that your wife's mind is gone—completely gone."

Peck: "I'm not one bit surprised. She's been giving me a piece of it every day for the last fifteen years."—Chicago Herald.

They Do It With Kittens

Little Edward's twin sisters were being christened. All went well until Edward saw the water in the font. Then he anxiously turned to his mother and exclaimed: "Ma, which one are you going to keep?"—Blighty (London).

New Spanish Catalogue

After many vexing delays the new Spanish Catalogue is at last ready. It will be sent in any quantities desired to Buffalo sales agents in Spanish speaking countries on request.

Spite Cat!

Edith: "Jack told me I was so interesting and so beautiful."

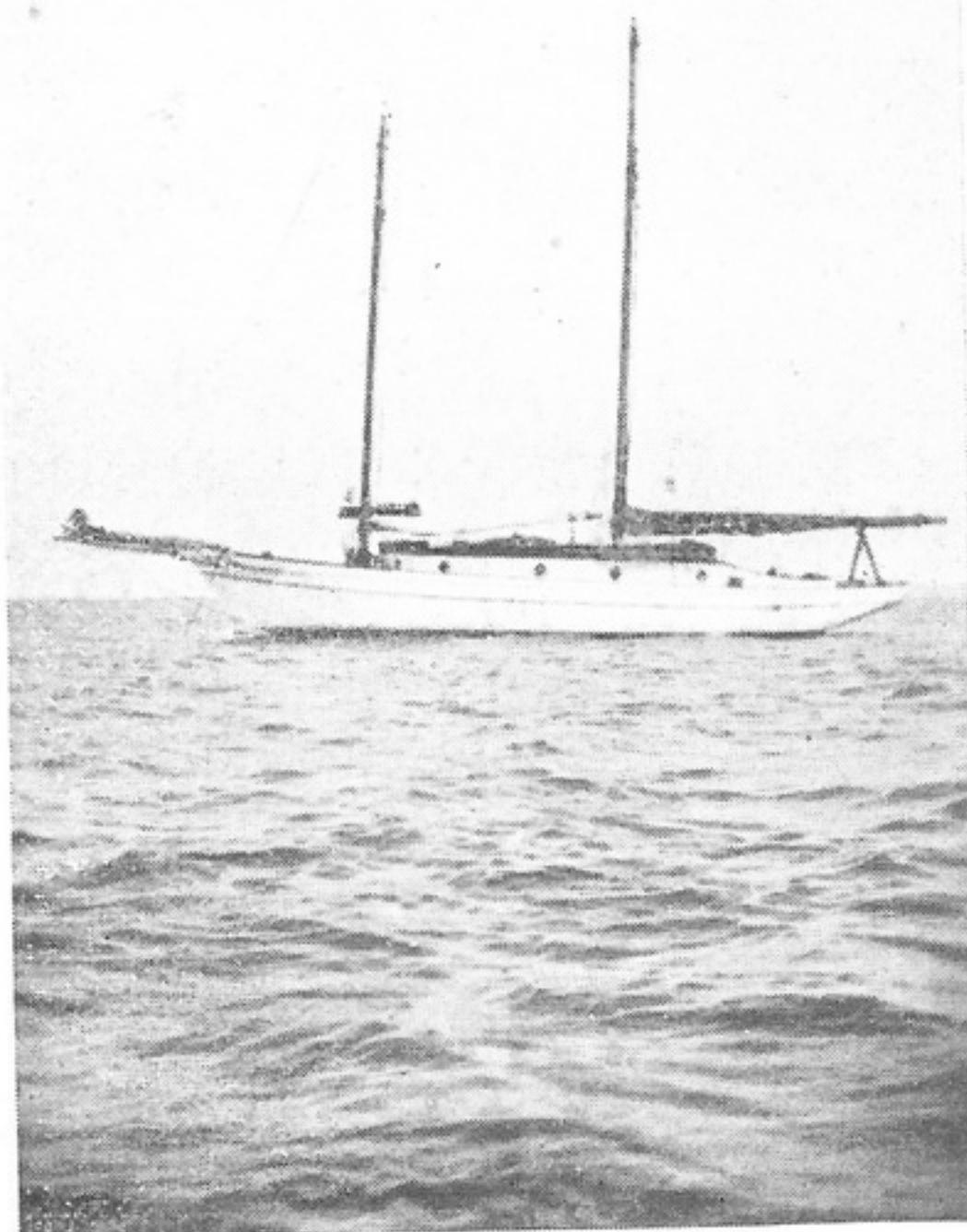
Marie: "And yet you will trust yourself for life with a man who begins deceiving you even during his courtship."—London Opinion.

Did You Tackle That Job?

*Did you tackle the job that came
your way,
With a resolute heart and
cheerful?
Or hide your face from the light
of day
With a craven heart, and
fearful?
Oh, a trouble's a ton, or a trou-
ble's an ounce,
Or a trouble is what you make
it;
And it isn't that you're licked
that counts
But only, How did you take it?*

*You're beaten to earth? Well,
what's that?
Come up with a smiling face.
It's nothing against you to fall
down flat,
But to lie there, that's dis-
grace.
The harder you're thrown, the
higher you bounce;
Be proud of your blackened
eye.
It isn't the fact that you're licked
that counts,
It's HOW did you fight? and
WHY?*

—*Du Pont's Magazine.*



*Zig-Zag, a Buffalo powered auxilliary owned
by G. G. Scranton, Harbor Beach*

Aint't It Discouraging?

After your home office has worked out a new selling improvement
And the same has been rushed out in bulletin form to the selling force
And the salesman gets the new instructions and says, "ho-hum, another sales bulletin"
And as is his habit cans it in the waste basket without digesting same
And the prospect asks the very questions which the salesman is not able to answer but which are contained in his sales bulletin
And the salesman writes back for instructions—gosh! ain't it discouragin'
—Addressographer.

The Acid Test

The acid test for a woman is to walk past a mirror without looking into it—Christian Science Monitor.

CONTINENTAL ENGINE FOR SALE

—o—

We have a brand new, type N, Continental Truck motor which we would like to sell, at a bargain.

This is a good chance for someone with a truck powered with a Continental Motor that is worn out, to get a new one.

—o—

BUFFALO GASOLENE MOTOR CO.

Buffalo,

New York

TRACTOR MOTORS

In addition to the marine engines and other lines the Builders of Buffalos are in position to supply manufacturers of motor trucks with efficient motors.

Full information will be sent to truck manufacturers upon request.

THE BUFFALO GASOLENE MOTOR CO.
Buffalo, N. Y.

GET YOUR ENGINE ADVICE FROM MEN WHO KNOW

Now is the time of the year when thousands of men all over the world are giving thought to the engines which are to power their boats next season.

Here is a suggestion—**put your power problem up to the Buffalo engineers.**

Whether you buy a Buffalo engine or not we shall be glad to give thought to your engine needs.

Let our engineers give you advice. It will cost you nothing and may save you hundreds of dollars.

THE BUFFALO GASOLENE MOTOR CO.
Buffalo, N. Y.